

Candidates Who Spent on TV Performed Better

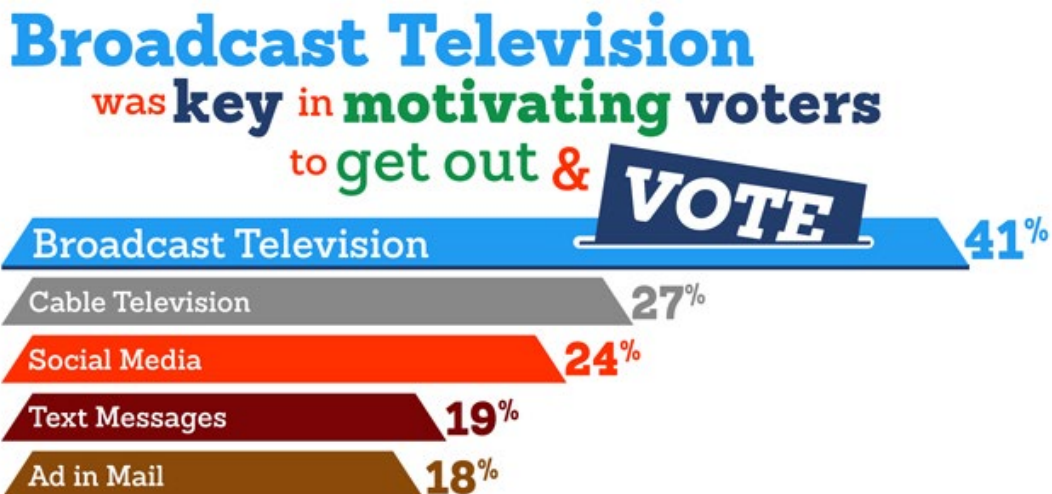
Raphael Warnock's victory in the Georgia senate runoff marks the end of a highly unusual midterm election cycle. Pundits will continue to speculate as to why Democrats overperformed, but broadcast TV spending is certainly part of the story. A [Wesleyan Media Project](#) analysis found that in 9 of the top 10 states for senate races (by ad volume), Democrats aired more ads than Republicans. The one exception was Florida, where Marco Rubio handily won reelection.

In governor races, Democrats aired more ads in Arizona, Colorado, Michigan, Minnesota, and Wisconsin, all of which went blue. Nevada was the only state where Democrats had an airwave advantage but lost the governor's race, and in swing states where the GOP did well, like Florida, Ohio, and Georgia, Republicans aired thousands more local broadcast TV ads than their Democratic counterparts. Across the country, Democrats ran nearly 100,000 more ads than Republicans in congressional races, which played a key role in preventing further losses.

A similar story played out in competitive Secretary of State races. Pre-election analysis by the [New York Times](#) found that Democrats and Democrat-aligned groups were outspending their Republican counterparts 57-1 nationwide on TV ads. Democrats swept in the competitive races in Arizona, Michigan, Minnesota, and Wisconsin. The only Republican elected to the role in a swing state was Brad Raffensperger of Georgia, whose campaign accounted for around 70% of total GOP broadcast TV spending on Secretary of State races nationwide.



Broadcast Television Continues to Turn Out Voters



Source: Dynata / TVB 2022 Voter Funnel (released 12/22); Adults 18+

According to the [TVB 2022 Voter Funnel Study](#), broadcast TV continues to be the most effective medium for reaching and turning out voters. Heading into a highly competitive 2024 election, the clear takeaway is that candidates who want to win need to make broadcast TV advertising a central part of their strategy.



What We're Reading:

[Almost \\$80 million is spent on TV ads for Georgia's 4-week Senate runoff](#)

— Domenico Montanaro, *NPR*

[Midterm political ads hit \\$4.7 billion \(so far\)—key data points and takeaways](#)

— Simon Dumenco and Kevin Brown, *AdAge*

[More TVB Data On Media's Voter Influence](#)

— Adam Jacobson, Radio+Television *Business Report*



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